



# MIAMI BEACH

OFFICE OF THE CITY MANAGER

LTC # 183-2006

## LETTER TO COMMISSION

TO: Mayor David Dermer and Members of the City Commission

FROM: Jorge M. Gonzalez, City Manager

DATE: July 19, 2006

SUBJECT: Update on Live Nation and AEG Live

This Letter to Commission is a follow-up to the discussion on AEG Live and Cirque du Soleil from the City Commission Meeting of July 12, 2006.

As you are aware, staff was directed to open discussions with AEG Live regarding their proposal to manage and book the Jackie Gleason Theater as a concert venue. One of AEG Live's main competitors is Live Nation, which was formerly a subsidiary of Clear Channel Communications. Staff was also directed to open discussions with Live Nation in the event Live Nation indicated an interest.

Attached you will find a letter from Live Nation advising the City of their interest in the Jackie Gleason in the event that the City prefers an alternative to the Cirque du Soleil proposal. In their letter, Live Nation states that –

*"Cirque du Soleil continues to have tremendous success in other markets and we feel very strongly about the potential for success at the Jackie Gleason Theatre in Miami Beach. The Cirque du Soleil program would be a great compliment to not only the community but the overall culture of Miami Beach, and has the potential to become an important tourist attraction to the City."*

The staff and I are following up with Live Nation and will provide you with a future update with regard to any proposal that they may have.

Staff last communicated by telephone with Mr. Larry Vallon of AEG Live on Monday of this week. Mr. Vallon indicated to staff that AEG Live was in the process of putting together its formal proposal and that this would be delivered to the City in the near future. Staff advised Mr. Vallon that time was of the essence and that the expectation was to have a finalized, negotiated proposal by the end of August.

Please let me know if you have any questions with regard to AEG Live or Live Nation.

Attachment

JMG/TH

C: Hilda M. Fernandez, Assistant City Manager  
Tim Hemstreet, Assistant City Manager

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RECEIVED  
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CITY CLERK'S OFFICE

July 12, 2006

Michael Aller  
Tourism and Convention Director/Chief of Protocol  
City of Miami Beach  
1700 Convention Center Drive  
Miami Beach, FL 33139

Mr. Michael Aller,

It was a pleasure speaking with you today. Your reputation as "Mr. Miami Beach" precedes you as a staple and icon in the Miami Beach community. As we discussed, it is assuredly in the best interest to provide the greatest entertainment experience for not only visitors to Miami Beach but also the residents of your great city. We feel the brand of Cirque Du Soleil provides you with the ability to harness that great experience. Cirque Du Soleil continues to have tremendous success in other markets and we feel very strongly about the potential for success at the Jackie Gleason Theatre in Miami Beach. The Cirque Du Soleil program would be a great compliment to not only the community but the overall culture of Miami Beach, and has the potential to become an important tourist attraction to the city.

We would appreciate the opportunity to discuss with you further the benefits of providing an important program like Cirque Du Soleil to your venue. However, if the City feels that the direction of the venue is leaning more to providing an environment for multiple artists, we would like to discuss with you how we have been successful in owning, operating and managing venues in this manner.

I look forward to our continued communication regarding the future plans for the Jackie Gleason Theatre and I appreciate your time.

Sincerely,



Ned Collett  
Executive Vice President Venues

8348 Civic Center Drive  
Beverly Hills, CA 90210

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